



Shining a permanent light on **San Francisco**

The largest LED lighting sculpture in the world—once meant to be a two-year temporary installation—is now a permanent part of the city’s skyline.

In 2011, the non-profit arts organization, ILLUMINATE, collaborated with the California Department of Transportation (Caltrans), and artist Leo Villareal to create a display of light on the San Francisco Bay Bridge. Originally intended as a short-term installation, The Bay Lights became a global attraction. Before going live, it was dubbed by Hemispheres magazine as “the number one thing to see in the world during 2013.”

The bridge revitalized the economy with local restaurants reporting a 30% increase in business. Independent analysts from leading firms such as Google and Facebook agreed that The Bay Lights boosts the regional economy by more than \$100m annually.

With such major impact, The Bay Lights needed to become permanent. ILLUMINATE kicked off a campaign to

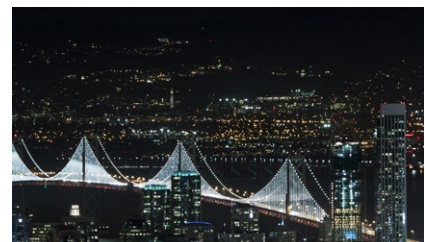
raise funds and in March 2015, The Bay Lights underwent renovation.

The new system incorporates Philips ActiveSite, a cloud-based connected lighting platform that allows for efficient management of the landmark with benefits including remote diagnostics, reporting, and more.

The new Bay Lights was unveiled on January 30, 2016 at which time ILLUMINATE gifted the artwork to the people of California. People can support ILLUMINATE’s efforts by dedicating one of the 25,000 light nodes on the bridge through the non-profit’s Shine it Forward program. (SIF.illuminate.org)

San Francisco by the numbers:

- 1.8** miles across San Francisco Bay
- 25,000** Philips connected light points
- \$100m** annual increase to the economy
- Est. 50m** people saw the original installation



“The original Bay Lights installation served as a major source of pride in San Francisco and helped to increase tourism in the area. Thanks to advanced LED and system monitoring technology from Philips, we are able to build on those benefits and install an energy-efficient work of art that makes the Bay Bridge a true beacon of the San Francisco Bay Area.”

Saeed Shahmirzai,
Zoon Engineering, the Bay Bridge
MEP Integrator